

Elantā Slowek

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Summary

Skilled Marketing Manager with 8+ years of experience driving brand visibility, engagement, and revenue through strategic planning and creative execution. Known for cross-functional leadership, audience-focused strategy, and data-informed storytelling that elevates brand presence and performance.

Experience

Blounts & Moore - Creative Marketing Manager 08/2023 - Current
Chicago, IL

- Launched T-shirt contest and Meta ad campaign, driving 100K+ site views and 150K+ impressions to boost pre-launch brand awareness.
- Managed initiatives including influencer campaigns, branded activations, and CRM strategy to enhance conversion rates.
- Spearheaded influencer campaign reaching over 24K accounts and generating more than 150K impressions.
- Oversaw collaboration with agency partners for paid media, SEO/SEM, and website development.
- Managed integrated marketing initiatives for retail expansion within budget.

Fresh Content Society - Content and Social Media Manager 11/2022 - 07/2023
Chicago, IL

- Developed and executed content strategies for various brands, increasing Instagram followers by 10K+ and boosting digital reach by 18%.
- Maintained cohesive brand messaging and managed a follower base of over 135K across five accounts.
- Generated assets for product releases and continuous social campaigns, boosting engagement by 15%.

Chicago NORML - Media Manager 07/2021 - 11/2022
Chicago, IL

- Grew digital engagement by 280% and gained 1.2K+ new followers through advocacy-driven content strategy.
- Elevated nonprofit visibility through multi-channel storytelling and improved email open rates by 25%.
- Led a small team and collaborated upward while applying design thinking to refine brand positioning and support PR efforts.

Polish American Chamber - Content & Member Manager 05/2021 - 11/2022
Chicago, IL

- Generated \$150K in city funding with creative approaches such as microgrants and multilingual assistance.
- Proposed and led the “Open Incubation Hours” initiative, delivering 40+ hours of mentorship and \$1K microgrants to 20+ entrepreneurs.
- Boosted Chamber visibility through culturally resonant campaigns targeting Polish communities.

Employment - Additional Professional Experience 06/2017 - 04/2021

- Manifold, Business Analyst Associate 2020-21 - Chicago, IL
- U.S. Dept. of State Fulbright Scholar 2019-20 - Poland
- Carthage College, Graduate Communications Assistant 2018-19 - Kenosha, WI
- Point B Communications, Advertising Intern 2017-18 - Chicago, IL

Skills

- Integrated & Digital Marketing
- Content Strategy & Creative Storytelling
- Social Media Management
- Brand Development & Market Research
- **Programs:** Adobe and Meta Suite, Google Analytics, Hootsuite, HubSpot, Alpine IQ, Mailchimp, Canva, WordPress, Slack, ChatGPT, Zapier
- **Language:** Fluent in Polish

Education and Training

05/2019

Carthage College

Kenosha, WI

Master of Science: Business Design & Innovation

Specialized in design thinking, market strategy, and innovation to drive business transformation and creative problem-solving. GPA 3.9.

05/2018

Carthage College

Kenosha, WI

Bachelor of Arts: Marketing

Cum Laude | Thesis: *Marketing to the Future of Multiracial & Minority Segments: Changing American Demographics*
Selected Presenter at Celebration of Scholars. 4x Track & Field All-American. GPA 3.6.

Certifications

05/2023

Northwestern University

Evanston, IL

Certificate in Digital Content Management

Fellowships:

- Chicago Innovation Mentoring Co-op 2025
- Soho House Creative Fellowship 2023
- Fulbright Scholar Poland 2020